Why is the image in my email low quality?

Deployteq - Suzanne Martens - 2024-12-16 - Comments (0) - E-mails, Templates, Pages, SMS

Objects and properties

In an email template, the settings for all email objects are recorded and defined.

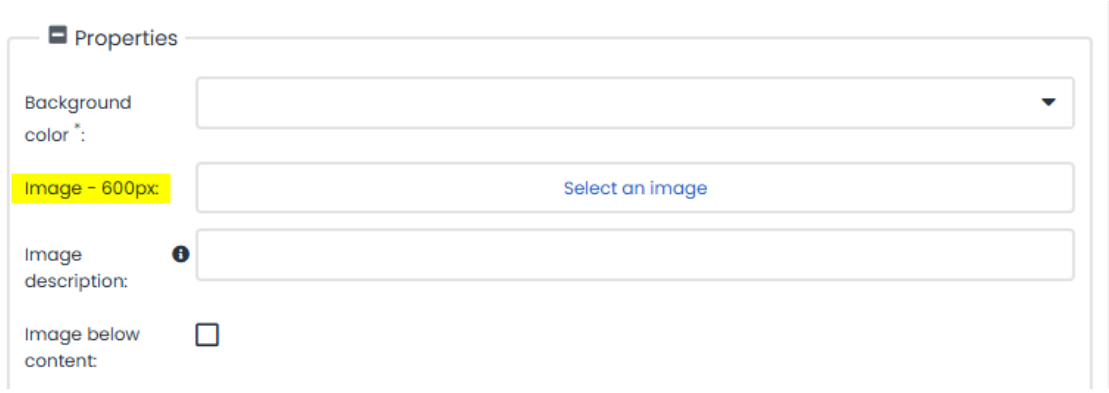
An object contains attributes, or properties. These properties are created during the design of the objects to ensure the email is properly formatted. Depending on how you fill them in, the object can be displayed in different ways. Read more about this in this guide.

Image Property

The image property is used to add images. When you click on 'Select an image', the file manager will open, allowing you to upload and add an image.

Please note that all images have a fixed width that is predefined. This is to ensure clear visibility across different (mobile) devices. The height is not fixed. (Note: this can vary per template.)

You can usually find the predefined width in the object settings within the template:



What if you add an image that doesn't match the specified width?

The best advice is to use an image that matches the expected width.

In some templates, a resize function is available that automatically adjusts the image to a specific width. For example, in the case above, this width is 600 px. If you upload an image that doesn't match this dimension (e.g., a much larger file), the image will automatically be resized to the correct width. This process can lead to a loss of quality. The image may appear blurry or pixelated.

Our recommendation is to resize the image in a tool like Photoshop to the correct dimensions before uploading it to the email. This way, no quality loss will occur.

Note

Need help adjusting a template?

If you need assistance with editing a template, you can always reach out to our Campaign Services team! They're happy to help.

Send your questions to: project-inbox@deployteq.com